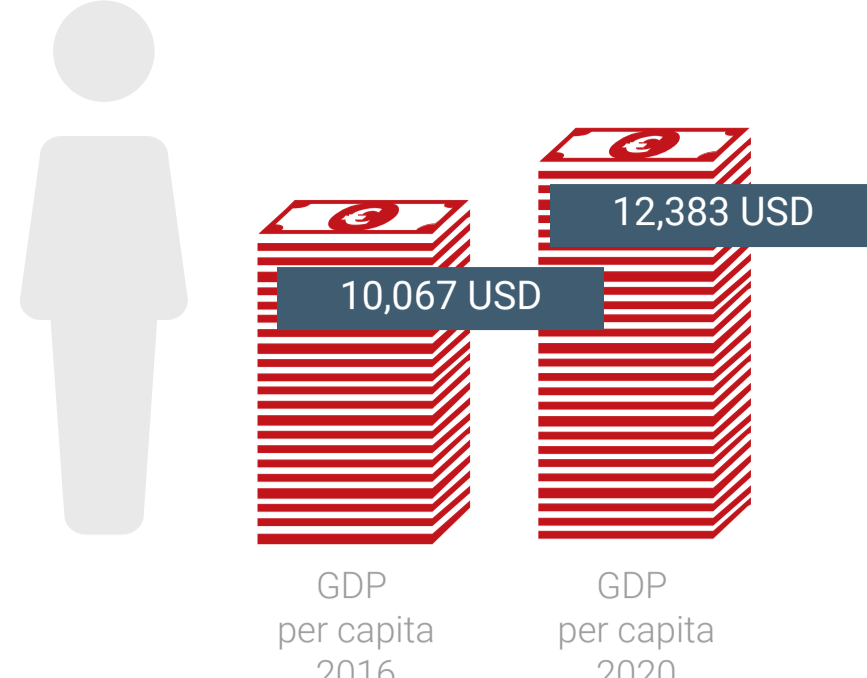




## Economy

According to the World Bank total GDP is 718 billion USD. GDP per capita is currently 10,067 USD, and should reach 12,383 USD by 2020.

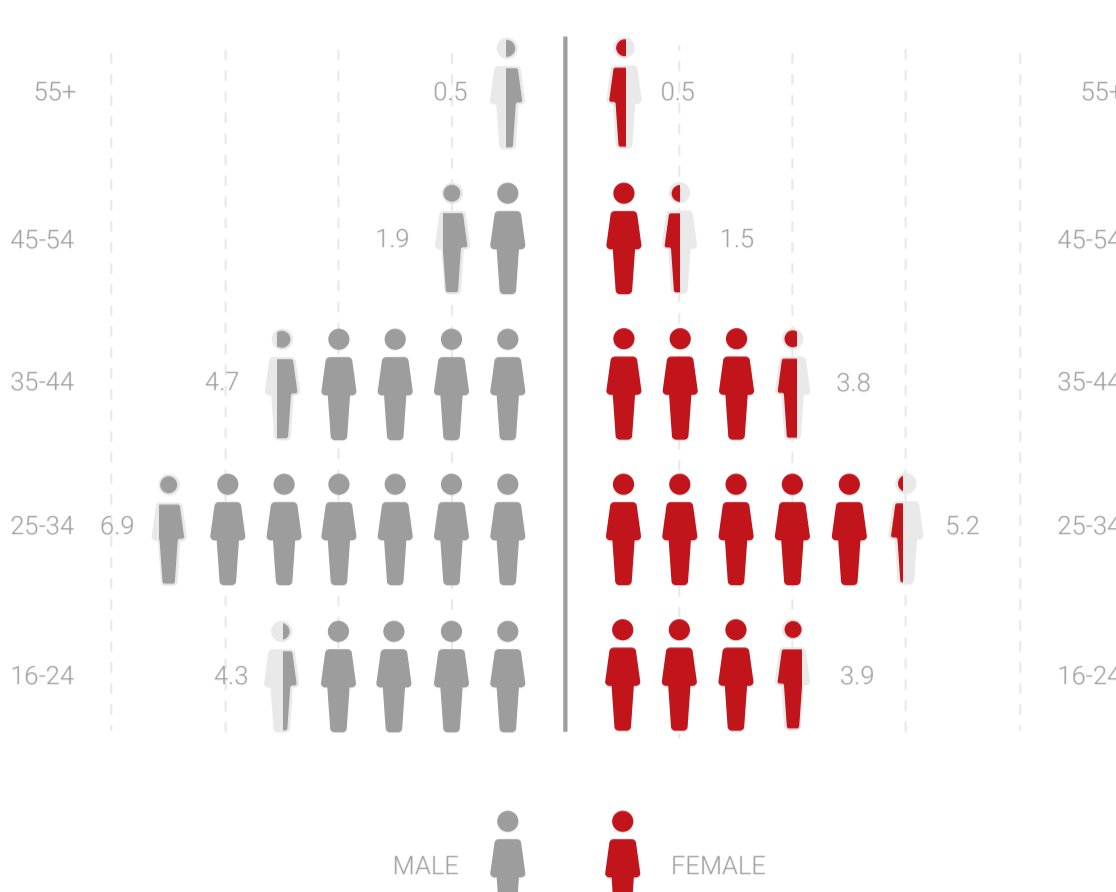
**TURKEY IS HOME TO A LARGE POPULATION OF 77.5 MILLION PEOPLE**



## User Insights

There are currently 33.3 million eCommerce users, with growth projected that will see 10 million new users shopping online by 2020. By 2020, Turkey will have 44.3 million eCommerce users, representing 71.8% of the total population.

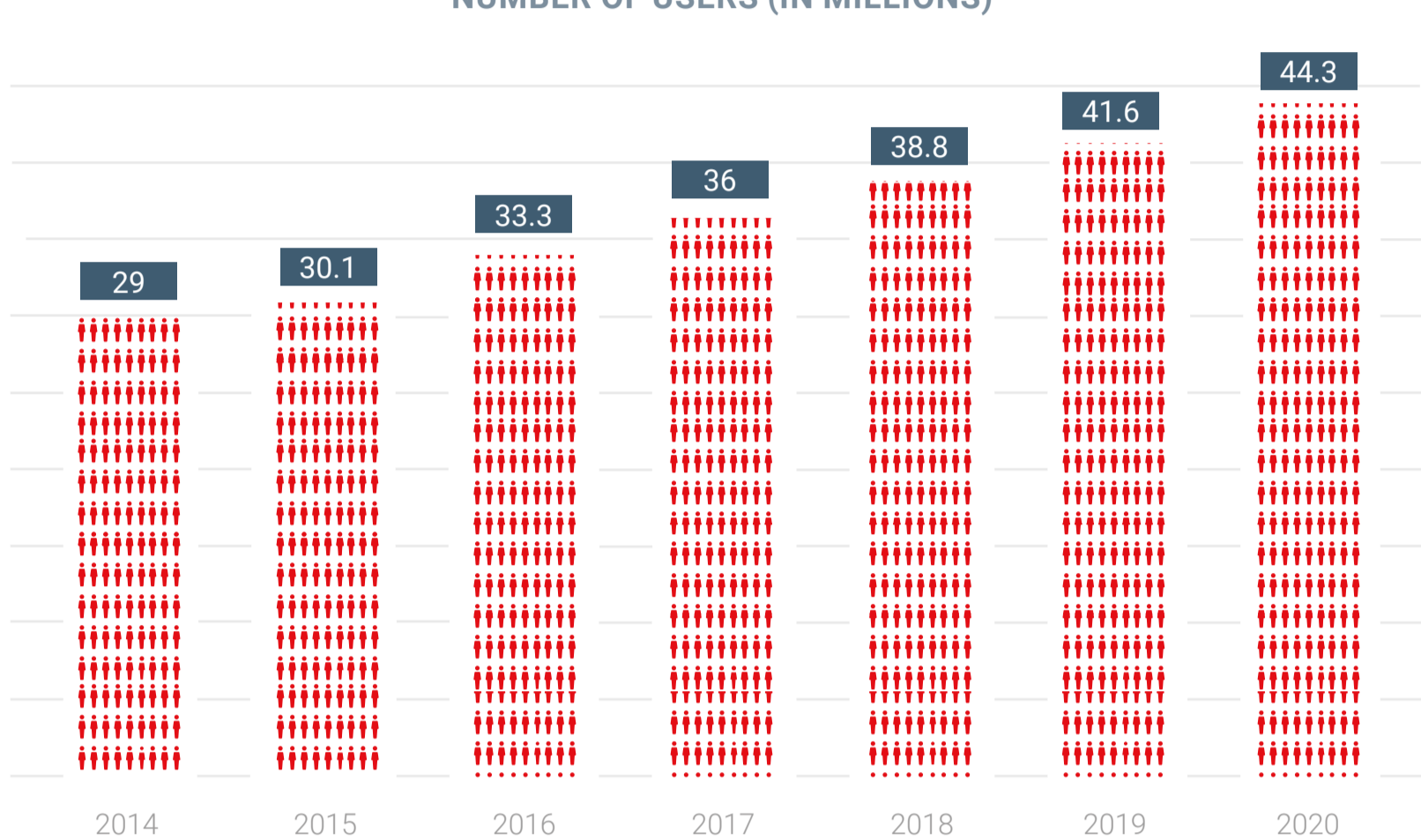
USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends 1,207 USD online, which will reach 1,259 USD by 2020.



NUMBER OF USERS (IN MILLIONS)



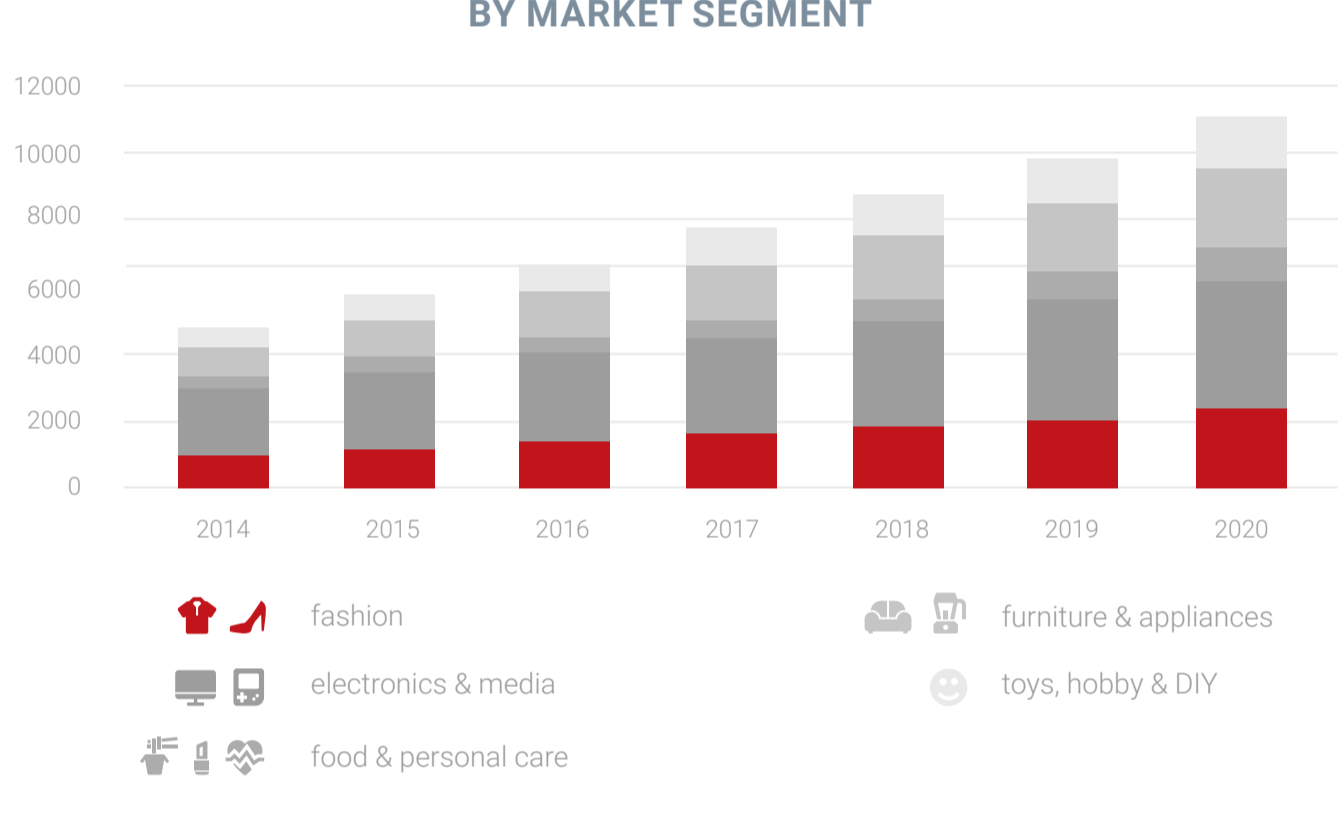
## Shopping Categories

Total eCommerce revenue across all product categories is 6.9 billion USD, expected to reach 11.5 billion USD by 2020.

**Electronics leads the charge, generating 2.7 billion USD market share.**

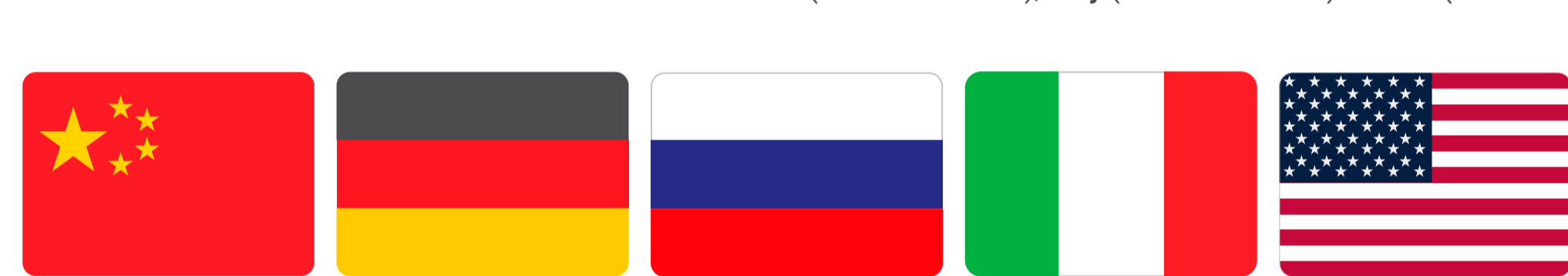
**Fashion and furniture follow, both accounting for 1.4 billion USD market share.**

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



## Where does Turkey buy from?

China supplies Turkey with 24.6 billion USD in imports. Other key import partners are Germany (23.5 billion USD), Russia (14.7 billion USD), Italy (12.3 billion USD) and US (11.8 billion USD).



## Preferred Online Payment Methods

90% of customers have made online payments using credit cards. The leading alternate payment type is cash on delivery.



Electronic fund transfers, wire transfers, eWallets and prepaid/debit cards all account for a small share of payments made.

## Logistics & Infrastructure

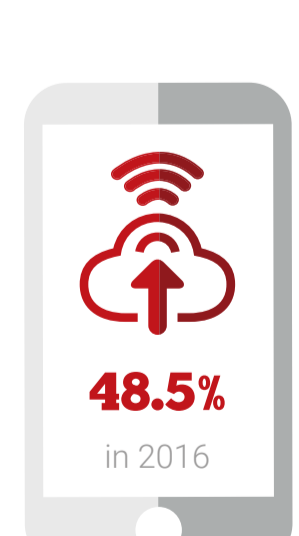
Turkey has seen a steep climb in urbanization, with World Bank currently listing Turkey as 73% urbanized.



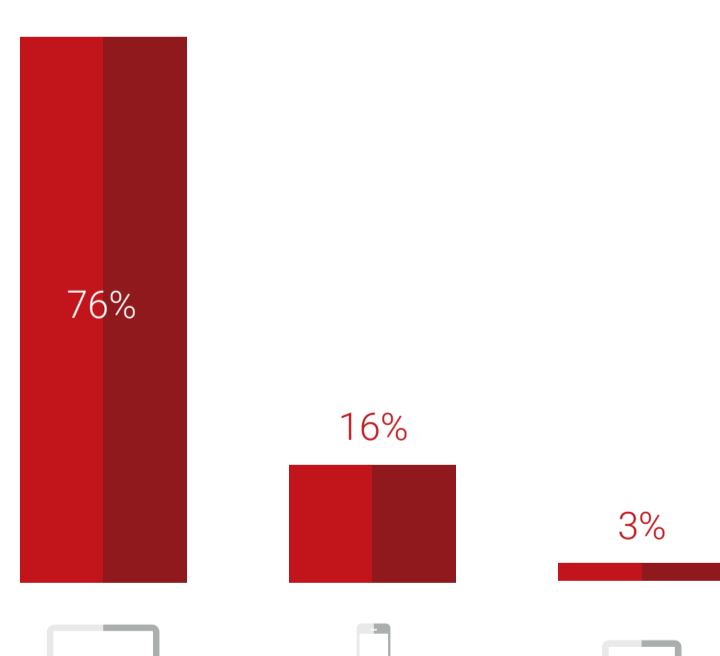
Turkey is ranked 34<sup>th</sup> in the World Bank Logistics ranking.

## Device Usage

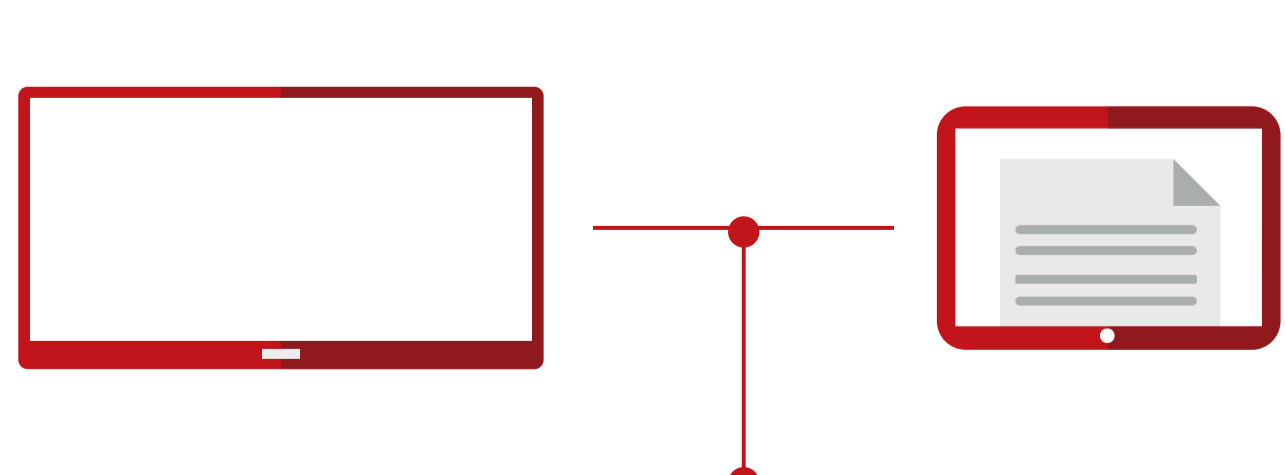
Internet penetration is currently at 57.6%, and should reach 69.4% by 2020.



DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing



Marketing spend has grown steadily since 2007, current spend is over 6.5 billion USD. Television leads the charge, accounting for 3.5 billion USD of the market spend. Digital marketing accounts for the second largest market spend at 1.5 billion USD.

Social media user penetration is currently at almost 41% and it's expected to reach 53% by 2020. Popular networks include Facebook, Whatsapp and Twitter.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.